

# 2026

## National Marketing Partnerships

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# Partner with Purpose



## Why Entryway?

Every day, millions of people face housing instability, while countless apartment communities struggle to fill positions that keep their properties running. Entryway bridges that gap by connecting individuals and families at risk of homelessness with full-time employment, housing, and career training in the multifamily industry.

**By aligning your company with Entryway, you're changing lives, strengthening communities, and investing in the industry's future workforce.**

## What Entryway Does:

- Employment: We partner with multifamily owners and operators to provide participants with full-time, career-path jobs in maintenance, leasing, and operations.
- Housing: Participants receive discounted housing, in a fully furnished unit, giving them a safe and stable place to live while rebuilding their lives.
- Support: We offer job readiness training, coaching, and emergency assistance to ensure long-term stability.

Entryway's proven model creates a win-win solution: participants regain independence, and industry partners gain loyal, skilled employees who are invested in their communities.

# How It Works

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**Support individuals and families experiencing homelessness while gaining national and local visibility for your company.**

- **Local Recognition:** Sponsors are recognized in each market where they contribute. Benefits correspond to the local sponsorship level.
- **National Recognition:** Cumulative giving across markets, and/or direct contributions to national operations, unlocks national-level visibility.
- **Direct National Support:** Sponsors can increase their national recognition tier without adding local commitments by supporting Entryway's national operations, funding programs and operational growth across all markets.



**Questions?**

Contact Kristen Poteet, SVP of External Affairs, at [kpoteet@entrywaytalent.org](mailto:kpoteet@entrywaytalent.org).

# National Recognition

2026

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National recognition benefits are based on total cumulative support across the organization including multiple local sponsorships in one or more markets, cause marketing campaigns that generate revenue across multiple markets, and/or direct support to the national office which provides programmatic and operational support to all Entryway markets.

## PLATINUM \$100,000+

- Logo and link on website, quarterly national e-newsletters, and presentations
- Dedicated email to contact list of 5,000 supporters
- Lunch and learn presentation for company employees
- Opportunity for company executive to participate in Entryway video
- Announcement on website
- Custom impact report
- Recognition on social media channels
- Recognition in CEO's State of the Organization webinar
- Acknowledgement in annual report

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## GOLD \$50,000-\$99,999

- Logo and link on website, quarterly national e-newsletters, and presentations
- Lunch and learn presentation for company employees
- Announcement on website
- Custom impact report
- Recognition on social media channels
- Recognition in CEO's State of the Organization webinar
- Acknowledgement in annual report

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## SILVER \$25,000 - \$49,999

- Logo on website, name listing on quarterly national e-newsletters, and presentations
- Recognition on social media channels
- Recognition in CEO's State of the Organization webinar
- Acknowledgement in annual report

## Additional National Sponsorships

### NATIONAL TRAINING SPONSOR \$35,000

- Recognition as Entryway National Training Sponsor
- Logo on website, quarterly national e-newsletters and presentations
- Announcement on website
- Recognition on social media channels
- Recognition at national events
- Recognition in CEO's State of the Organization webinar
- Acknowledgement in annual report
- Logo on virtual classroom training platform

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### VIDEO SPONSOR \$5,000

- Sponsor an Entryway success story video highlighting a participant or partnership
- Include company logo in video distribution
- Recognition on social media channels
- Acknowledgement in annual report

# ENTRYWAY MARKETS

2026

**Arizona**



**Atlanta**



**Central Florida**



**Central TX**



**Columbus**



**Denver**



**Houston**



**Nashville**



**North Carolina**



**North TX**



**South Carolina**



# Thank You

## 2025 National Sponsors

### PLATINUM



### GOLD



### SILVER

Arizona Multihousing Assoc.  
Benson  
Charleston Apartment Assoc.  
Chadwell Supply  
CIM Group

Ferguson Facilities Supply  
Grace Hill  
Inhabit  
Lument  
NexMetro

Prudential - PGIM RE  
RR Living  
Sherwin Williams Foundation  
The Wolff Company  
UKG

# 2026

## Marketing Agreement

### **Sponsor Information:**

Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Total (local + national) Sponsorship Amount:

Platinum (\$100,000+)       Gold (\$50,000 - \$99,999)

Silver (\$25,000 - \$49,999)

### **Marketing & Promotion**

Entryway sponsor agrees to:

- Promote Entryway partnership via social media and internal communications
- Participate in co-branded campaigns and events
- Help raise awareness for Entryway's mission while building your own brand visibility

Entryway agrees to:

- Provide the recognition and benefits associated with the sponsorship level(s) selected within each local market
- Provide the national recognition and benefits associated with company's cumulative sponsorship total

### **Agreement & Signatures**

The parties below agree to the terms of this National Marketing Partnership Agreement and affirm the intent to collaborate in good faith to advance Entryway's mission and the Sponsor's national and local brand visibility.

#### **Sponsor**

Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

#### **Entryway**

Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_